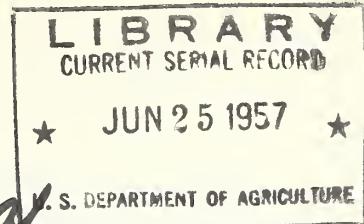


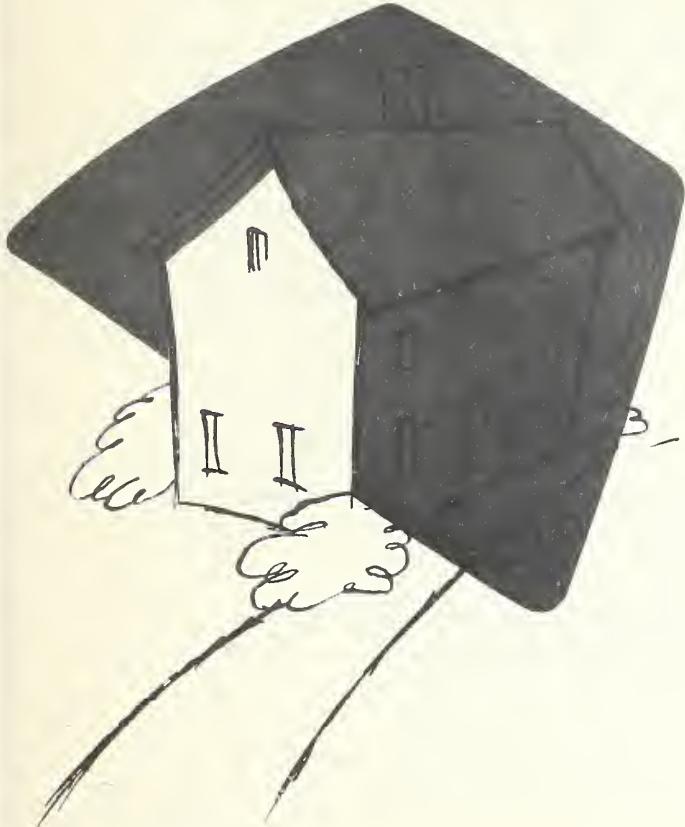
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Household Purchases of



- BUTTER
- FLUID WHOLE MILK
- FLUID SKIM MILK

by Regions and Retail Sales Outlets,

January-March 1957

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

Washington, D. C.

June 1957

HPD-42

PREFACE

This is one in a series of quarterly reports on household purchases of butter, fluid whole milk, and fluid skim milk, by geographic regions and types of retail outlets. This series previously contained data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series, "Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 6,000 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

CONTENTS

	<u>Page</u>
Butter	5
Fluid Milk	6
Total	6
Fluid Whole Milk	8
Fluid Skim Milk	10

Tables

Butter:

Table 1. & 2. - By regions and U. S.	12
3. & 4. - By retail sales outlets	13

Fluid Whole Milk:

Table 5. - Quantity purchased, by regions	14
6. - Prices paid, by regions	14
7. - Quantity purchased, by outlets	15
8. - Prices paid, by outlets	15
13. - Quantity purchased, by size of container, by regions	18
15. - Quantity purchased, by size of container, by outlets	19
17. - Prices paid, by size of container, by regions ..	20
19. - Prices paid, by size of container, by outlets ..	21

Fluid Skim Milk:

Table 9. - Quantity purchased, by regions	16
10. - Prices paid, by regions	16
11. - Quantity purchased, by outlets	17
12. - Prices paid, by outlets	17
14. - Quantity purchased, by size of container, by regions	18
16. - Quantity purchased, by size of container, by outlets	19
18. - Prices paid, by size of container, by regions ..	20
20. - Prices paid, by size of container, by outlets ..	21

Fluid Milk:

Table 21. - Quantity purchased, by size of container, U. S.	22
22. - Quantity purchased per capita, by regions.....	23

HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK,
AND FLUID SKIM MILK, BY REGIONS AND RETAIL
OUTLETS, JANUARY-MARCH 1957

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for a 13-week period in order to permit comparisons of purchase volume between periods of equal length.

BUTTER

Householders in the United States bought an estimated total of 220 million pounds of butter during the 13-week period January-March 1957, about the same amount as in January-March 1956. For the 12-month period, April 1956-March 1957, purchases of butter for household use totaled 854 million pounds compared with 839 million pounds a year earlier. Most of this 2 percent gain over a year earlier occurred during the July-September quarter of 1956 when consumers bought 10 million pounds more butter than in July-September 1955.

Household purchases per capita of butter during January-March 1957 were down slightly from the same quarter of 1956 for the United States as a whole. 1/ Regionally, declines in purchase rates were reported by householders in the Northeast and the North Central States, while those in the Mountain-Southwest and the Pacific area reported gains from a year earlier. 2/ Purchases per capita in the South were virtually unchanged. For the entire year ending March 31, 1957, per capita purchases of butter by householders in the highly populous and important butter consuming areas of the Northeast and the North Central areas were down from the April 1955-March 1956 period. On the other hand, householders in the South, Mountain-Southwest, and Pacific Coast States reported net gains in per capita purchases during April 1956-March 1957 over the preceding year (tables 1 and 2).

1/ Per capita purchases are based on total U. S. civilian, non-institutional population.

2/ The 5 regional areas are defined as follows: NORTHEAST--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia. NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas. SOUTH--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia. MOUNTAIN and SOUTHWEST--Eight Mountain States and Texas and Oklahoma. PACIFIC--Washington, Oregon, and California. The approximate 1956 distribution of the population of the United States between the 5 areas is: 28.4 percent in the Northeast; 29.2 percent in the North Central; 21.6 percent in the South; 10.1 percent in the Mountain and Southwest; and 10.6 percent in the Pacific.

Families in this survey in all regions paid more for butter in January-March 1957 than in the same quarter of 1956. The average price paid per pound ranged from about $2\frac{1}{2}$ cents higher in the Pacific Coast States to almost 4 cents per pound higher in the Mountain-Southwest area. Nationwide, consumers paid 70.6 cents per pound for butter during January-March 1957 compared with 67.8 cents per pound in the same quarters of 1955 and 1956.

By retail outlets, householders purchased a greater quantity of butter during January-March 1957 than a year earlier through regional and local chains and delivered to the door. 3/ Purchases were somewhat smaller in the independent grocery outlet and "all other" outlets while national chains accounted for about the same volume of purchases in the first quarter of 1957 as in the first quarter of 1956. Distribution of purchases by type of retail sales outlet during January-March 1957 was as follows: 20 percent in national chain stores, 32 percent in regional and local chains, 33 percent in independent grocery stores, 6 percent in house-to-house delivery, and 9 percent in "all other" outlets. Compared with January-March 1955, butter purchases by householders through national chains and the house-to-house outlet in January-March 1957 commanded the same proportion of the market, while the 4 percentage point gain for regional and local chains was associated with a declining share of the market for independent grocery stores and "all other" outlets (tables 3 and 4).

The average price paid for butter was higher in all retail sales outlets in the first quarter of 1957 than in the first quarter of 1956 with the increase somewhat greater in the chain outlets than in the remaining 3 outlets. During January-March 1957 householders paid the highest average prices for butter delivered to the door and the lowest for butter purchased in "all other" outlets, which includes purchases in creameries, dairy stores, roadside stands, department and specialty food stores, and from farmers. Butter prices to consumers in chain stores averaged about 2 cents per pound less than in the independent grocery outlets.

FLUID MILK

Total: Householders in the United States purchased an estimated total of 4,046 million quarts of all fluid milk during January-March 1957, an increase of about 6 percent from the same quarter 2 years earlier. The total for all

3/ Retail outlets are defined as follows: NATIONAL CHAINS--A & P, Kroger, and Safeway Stores. REGIONAL and LOCAL CHAINS--those chains having 4 or more stores (excluding those in the national chain category). INDEPENDENT GROCERIES--independently owned stores, groups of stores not falling in above categories, and voluntary associations in independently owned stores. HOUSE-TO-HOUSE--purchases from milkman or other wagon salesmen. OTHER--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

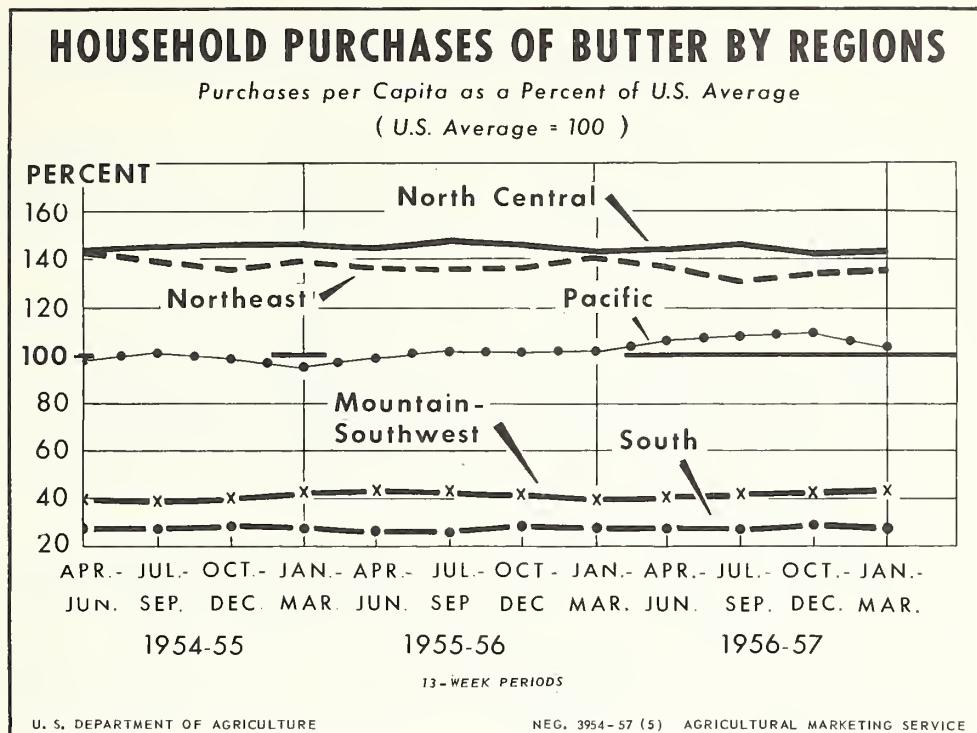


Figure 1

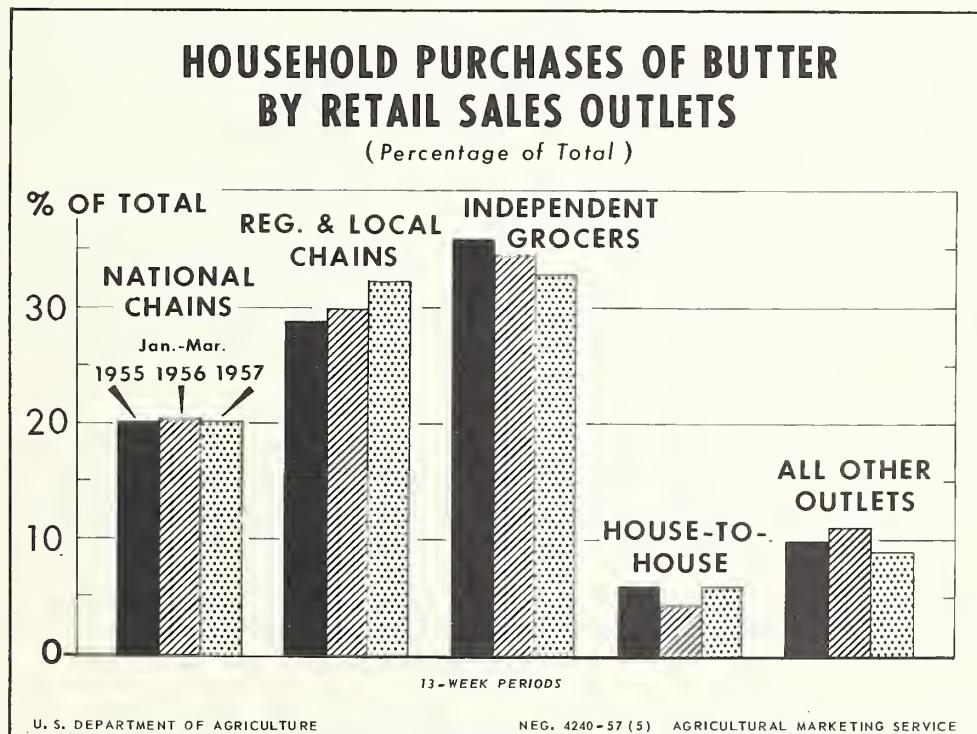


Figure 2

fluid skim milk items purchased by householders increased 19 percent during January-March 1957 over January-March 1956, while the quantity of fluid whole milk purchased was up about 5 percent.

The amount of fluid milk purchased was higher in all regions during January-March 1957 than in January-March 1955. Purchases also were higher in all retail outlets except for a decrease of about 9 percent in independent grocery stores.

Between the same periods, there was an increase of about 13 percent in the volume of milk purchased in gallon containers and a 64-percent increase in milk purchased in half-gallon containers. A decline of about 13 percent occurred in the volume of milk bought in single-quart containers. Householders bought just over 40 percent of all fluid milk in multiple-quart containers in January-March 1957 compared with just under 30 percent for the same quarter 2 years earlier (table 21).

Fluid Whole Milk: Fluid whole milk purchases during January-March 1957 were estimated at 3,820 million quarts, an increase of 5 percent from January-March 1955. ^{4/} Per capita purchases of whole milk increased in all regions except for a 2 percent decrease in the Northeast. The greatest gain percentagewise--about 10 percent--was reported by householders in the South (table 22).

Householders in all regions bought more fluid whole milk during January-March 1957 in the half-gallon containers than in January-March 1955. Use of the half-gallon container was especially important in the first quarter of 1957 in the Mountain-Southwest and North Central areas with about 63 percent and 49 percent, respectively, of these two regions' purchases of fluid whole milk being made in this size container. In contrast, only 13 percent of Northeast householders' purchases were made in the half-gallon container.

In all regions except the North Central States, householders bought more milk in gallon containers during January-March 1957 than in January-March 1955. However, householders in the North Central area bought 176 million quarts, almost twice the quantity of milk sold in the gallon container in the rest of the Nation. In some areas, such as the Northeast, only about 2 percent of all fluid whole milk was sold to householders in the gallon container (table 13).

Purchases in the single-quart container declined in all regions during January-March 1957 compared with January-March 1955. Nevertheless, with the exception of the North Central States and the Mountain-Southwest area, purchases in the single-quart size containers still predominated.

By retail outlets, purchases in the single-quart container in January-March 1957 made up three-fourths of house-to-house delivery while a larger

^{4/} Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

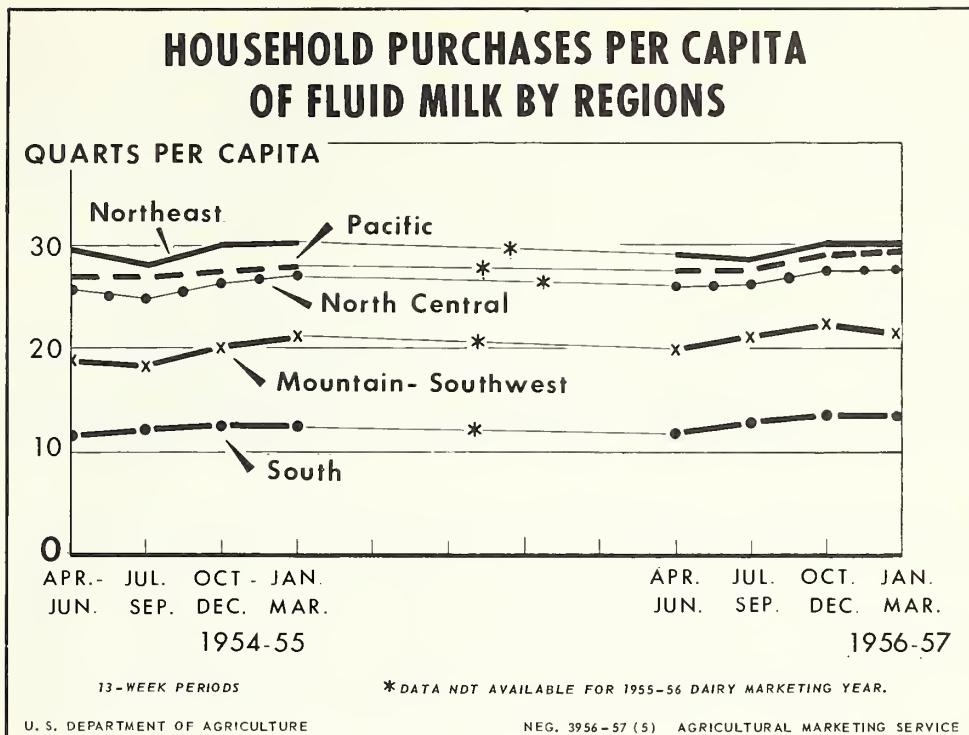


Figure 3

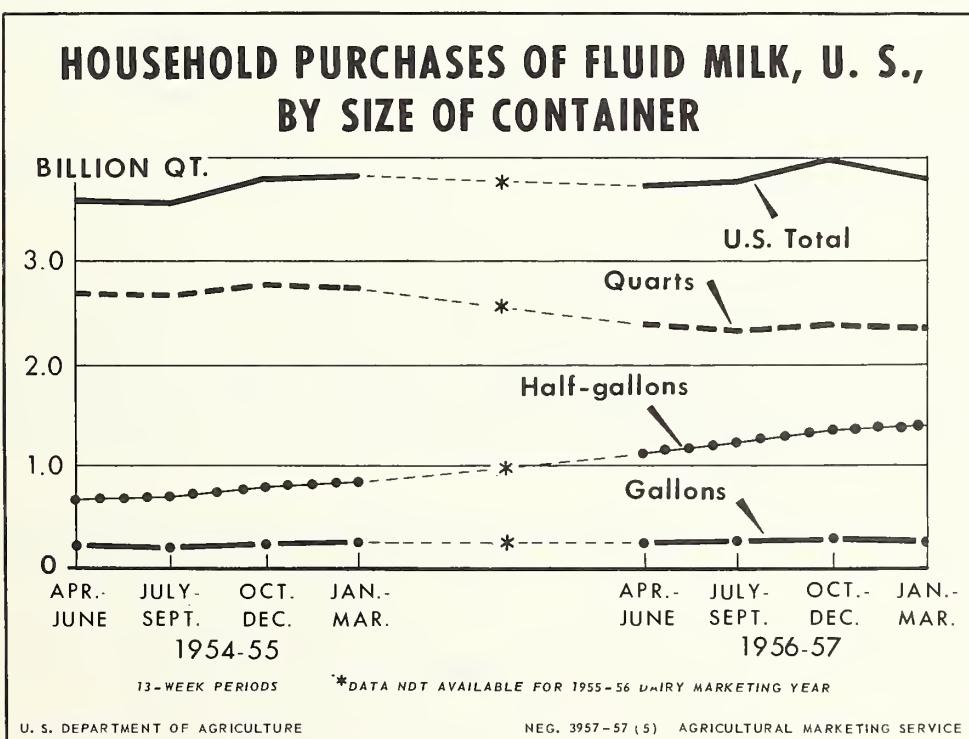


Figure 4

share of the milk sold through chain and independent grocery stores was in multiple-quart containers. Less milk was sold in single-quart containers in all outlets than 2 years earlier. The shift between single-quart and multiple-quart containers in the home delivery outlet is taking place very slowly. As a percentage of the total, the volume of fluid whole milk sold in house-to-house delivery in all size containers amounted to 50 percent in January-March 1957, practically unchanged from 2 years earlier (table 15).

The average price paid by householders in the Nation for fluid whole milk during January-March 1957 was 23.3 cents per quart, about 1 cent per quart higher than in the same period 2 years earlier. This general price rise occurred in all regions and in all retail sales outlets. With the exception of a slight decline in the gallon price in the South, fluid whole milk prices were higher than 2 years earlier regardless of size of container.

Fluid Skim Milk: Householders bought 226 million quarts of fluid skim milk products during January-March 1957, a gain of 36 million quarts, or 19 percent, from January-March 1955. ^{5/} All regions shared in the gain. Purchases per capita ranged from 5 percent higher in the Pacific Coast States to 30 percent higher in the Northeast region. The per capita purchase rate for fluid skim items by householders in the first quarter of 1957 was highest in the Pacific Coast area--2.2 quarts and lowest in the Northeast--1.0 quart.

The average price paid for skim milk items by householders during January-March 1957 was 19.4 cents per quart compared with 18.6 cents in January-March 1955. Higher average prices were reported paid by householders in the Northeast, North Central, and Southern States. On the other hand, average prices were reported somewhat lower in the Mountain-Southwest area and they were practically unchanged in the Pacific Coast States. Fluid skim prices were reported higher in all retail outlets than 2 years earlier, with the price advance greater in chain outlets than in the independent grocery store, home delivered, or "all other" outlets (table 12).

About two-thirds of the gain in the total amount of fluid skim milk bought by householders was accounted for by increased purchases in the half-gallon container. Consumers in all regions reported an increase in their purchases of skim milk in half-gallons. In some regions, however, the use of the half-gallon container was relatively minor. The quantity of milk bought in the half-gallon container also increased over 2 years earlier in all retail sales outlets.

The single-quart container accounted for more sales through regional and local chains and the home delivery outlet (table 16). The gallon container

^{5/} Fluid skim milk includes skim, fortified skim, buttermilk, and flavored skim drinks.

was relatively unimportant for skim milk in all regions and through all retail sales outlets. In January-March 1957, only about 3 percent of the total volume of fluid skim items bought by householders was made in gallon containers. The purchase volume in half-gallons accounted for 21 percent of the total, while 76 percent was bought in single-quart containers.

The next report in this series will include data on household purchases of fluid whole milk, fluid skim milk, and nonfat dry milk only. This change in coverage is based on the current needs of the dairy industry.

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita U. S. and regions, 13-week periods

Quarter	Total quantity purchased									
	United States			Northeast			North Central			
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	204.4	202.1	185.4	76.2	75.8	71.4	84.2	84.7	75.6	
July-Sept.....	205.0	194.8	187.4	74.2	72.1	71.1	85.7	82.1	77.5	
Oct.-Dec.....	224.5	223.2	214.0	82.4	83.3	79.6	91.3	92.5	90.1	
Jan.-Mar.....	220.4	218.7	209.3	82.9	83.7	78.8	89.7	89.4	87.5	
Total	854.3	838.8	796.1	315.7	314.9	300.9	350.9	348.7	330.7	
	Average price paid per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	68.2	66.8	66.1	69.7	68.2	67.7	66.5	65.0	64.1	
July-Sept.....	68.7	66.9	66.1	70.3	68.6	67.7	67.2	65.1	64.1	
Oct.-Dec.....	70.7	67.8	68.4	72.6	69.2	70.1	68.9	66.0	66.5	
Jan.-Mar.....	70.6	67.8	67.8	72.1	69.1	69.1	68.9	66.1	65.9	
	Average size of purchase									
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.10	1.09	1.09	1.02	1.00	1.00	1.27	1.28	1.25	
July-Sept.....	1.10	1.09	1.09	1.01	1.00	1.00	1.26	1.26	1.25	
Oct.-Dec.....	1.11	1.11	1.10	1.02	1.02	1.00	1.28	1.29	1.28	
Jan.-Mar.....	1.11	1.10	1.09	1.03	1.02	1.00	1.27	1.26	1.27	
	Purchases per 1,000 capita									
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,260	1,251	1,174	1,729	1,720	1,669	1,824	1,829	1,679	
July-Sept.....	1,269	1,216	1,178	1,681	1,659	1,635	1,864	1,796	1,715	
Oct.-Dec.....	1,377	1,385	1,335	1,843	1,882	1,819	1,969	2,010	1,961	
Jan.-Mar.....	1,342	1,356	1,305	1,843	1,903	1,810	1,912	1,946	1,918	

Table 2.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased									
	South			Mountain-Southwest			Pacific			
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	14.0	13.1	12.6	8.4	8.8	7.5	21.6	19.7	18.3	
July-Sept.....	13.7	12.6	12.5	8.5	8.4	7.5	22.9	19.6	18.8	
Oct.-Dec.....	15.8	15.7	14.8	9.8	9.3	9.0	25.1	22.4	20.5	
Jan.-Mar.....	14.7	14.6	14.2	9.7	9.0	9.0	23.5	22.0	19.8	
Total	58.2	56.0	54.1	36.4	35.5	33.0	93.1	83.7	77.4	
	Average price paid per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	70.2	69.2	69.1	72.6	69.8	69.1	66.5	66.0	65.1	
July-Sept.....	70.6	68.7	69.2	72.9	70.3	69.2	66.5	65.8	64.7	
Oct.-Dec.....	72.1	70.1	70.9	74.9	71.8	71.3	68.0	66.2	66.9	
Jan.-Mar.....	72.8	69.9	69.8	75.6	71.9	72.0	68.7	66.3	67.3	
	Average size of purchase									
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	.89	0.87	0.84	1.04	1.02	1.07	1.04	1.02	1.05	
July-Sept.....	.87	.87	.85	1.06	1.03	1.05	1.05	1.04	1.04	
Oct.-Dec.....	.92	.91	.87	1.03	1.04	1.04	1.09	1.05	1.02	
Jan.-Mar.....	.90	.90	.87	1.01	1.03	1.02	1.07	1.04	1.03	
	Purchases per 1,000 capita									
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	358	338	333	499	538	461	1,347	1,235	1,150	
July-Sept.....	354	325	332	526	507	445	1,373	1,242	1,189	
Oct.-Dec.....	409	407	389	592	571	538	1,509	1,411	1,299	
Jan.-Mar.....	378	379	365	575	533	549	1,396	1,380	1,243	

Table 3 --Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Quarter	Total quantity purchased									
	National chains			Regional and local chains			Independent grocers			
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	41.2	41.0	37.1	62.2	58.1	52.2	68.4	70.7	67.6	
July-Sept.....	40.4	40.3	36.5	63.5	55.0	53.9	68.9	69.4	66.8	
Oct.-Dec.....	44.6	44.7	41.2	71.8	66.9	61.1	73.2	77.8	76.5	
Jan.-Mar.....	44.8	44.4	41.9	70.9	65.3	59.9	71.9	75.2	74.4	
Total	171.0	170.4	156.7	268.4	245.3	227.1	282.4	293.1	285.3	
	Average price paid per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	67.5	65.6	65.0	67.9	66.2	65.4	69.3	68.1	67.3	
July-Sept.....	68.0	66.1	65.1	68.4	66.5	65.4	69.8	68.2	67.1	
Oct.-Dec.....	70.2	66.8	68.0	70.6	67.3	68.1	71.8	69.0	69.3	
Jan.-Mar.....	69.8	66.9	66.8	70.4	67.2	67.3	71.9	69.1	68.9	
	Average size of purchase									
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.03	1.01	1.02	1.02	1.02	1.04	1.05	1.06	1.06	
July-Sept.....	1.02	1.01	1.01	1.02	1.00	1.03	1.06	1.05	1.05	
Oct.-Dec.....	1.05	1.03	0.99	1.04	1.04	1.05	1.08	1.07	1.06	
Jan.-Mar.....	1.04	1.03	1.00	1.03	1.03	1.03	1.08	1.06	1.07	

Table 4 --Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Quarter	Total quantity purchased						
	House-to-house			Other outlets			
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	9.5	9.7	9.8	23.1	22.6	18.9	
July-Sept.....	10.0	7.8	10.5	22.2	22.3	19.7	
Oct.-Dec.....	11.5	9.5	12.5	23.4	24.3	22.7	
Jan.-Mar.....	13.1	9.5	12.4	19.8	24.3	20.7	
Total	44.1	36.5	45.2	88.5	93.5	82.0	
	Average price paid per pound						
	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	72.3	71.1	70.7	65.4	64.3	63.7	
July-Sept.....	72.3	69.9	70.4	65.6	64.3	63.7	
Oct.-Dec.....	73.8	71.6	71.9	66.5	65.1	64.9	
Jan.-Mar.....	74.0	71.8	71.8	66.6	65.0	64.9	
	Average size of purchase						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.11	1.11	1.07	1.72	1.68	1.59	
July-Sept.....	1.14	1.12	1.09	1.74	1.64	1.62	
Oct.-Dec.....	1.13	1.13	1.12	1.79	1.69	1.66	
Jan.-Mar.....	1.14	1.11	1.13	1.83	1.69	1.66	

Table 5 .--Fluid whole milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3,516	3,400	1,251	1,225	1,140	1,091
July-Sept.....	3,555	3,370	1,221	1,188	1,149	1,080
Oct.-Dec.....	3,787	3,621	1,306	1,292	1,214	1,173
Jan.-Mar.....	3,820	3,639	1,304	1,280	1,243	1,185
Total	14,678	14,030	5,082	4,985	4,746	4,529
	South		Mountain-Southwest		Pacific	
Apr.-June.....	417	398	309	290	399	396
July-Sept.....	444	413	321	292	420	397
Oct.-Dec.....	475	431	346	318	447	407
Jan.-Mar.....	481	441	340	324	453	409
Total	1,817	1,683	1,316	1,224	1,719	1,609

Table 6.--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.3	21.7	23.5	23.2	20.6	19.5
July-Sept.....	22.7	22.0	24.1	23.8	20.8	19.7
Oct.-Dec.....	23.1	22.4	24.8	24.3	21.1	20.0
Jan.-Mar.....	23.3	22.2	25.1	24.2	21.1	19.8
Total	24.1	23.6	22.8	22.2	20.9	21.0
	24.4	23.5	23.4	22.4	21.1	20.9
	24.6	23.9	23.7	22.7	21.8	20.8
	24.6	23.9	23.8	22.8	22.0	20.7

Table 7.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	226	207	368	296	906	1,016
July-Sept.....	231	193	385	283	928	1,025
Oct.-Dec.....	261	211	427	314	956	1,057
Jan.-Mar.....	258	237	436	320	965	1,052
Total	976	848	1,616	1,213	3,755	4,150
			House-to-house		All other outlets	
Apr.-June.....	1,774	1,691		242	190	
July-Sept.....	1,753	1,660		258	209	
Oct.-Dec.....	1,878	1,816		264	223	
Jan.-Mar.....	1,907	1,811		254	219	
Total	7,312	6,978		1,018	841	

Table 8.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	21.4	21.0	21.5	21.0	22.1	21.4
July-Sept.....	21.8	21.4	22.1	21.3	22.4	21.8
Oct.-Dec.....	22.5	22.0	22.5	21.8	22.9	22.1
Jan.-Mar.....	22.7	21.8	22.5	21.7	22.9	21.9
			House-to-house		All other outlets	
Apr.-June.....	23.1	22.5		18.7	18.7	
July-Sept.....	23.6	22.7		18.9	18.9	
Oct.-Dec.....	24.1	23.0		19.3	19.0	
Jan.-Mar.....	24.2	22.9		19.4	19.0	

Table 9.--Fluid skim milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	219	179	41	38	67	48
July-Sept.....	210	191	42	42	61	54
Oct.-Dec.....	212	180	41	37	62	50
Jan.-Mar.....	226	190	46	35	67	55
Total	867	740	170	152	257	207
	South		Mountain-Southwest		Pacific	
Apr.-June.....	49	39	23	19	39	35
July-Sept.....	46	42	22	20	39	33
Oct.-Dec.....	49	44	22	19	38	30
Jan.-Mar.....	50	43	25	23	38	34
Total	194	168	92	81	154	132

Table 10.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.5	18.5	19.6	20.1	19.4	18.5
July-Sept.....	18.8	18.9	20.3	20.8	19.6	18.6
Oct.-Dec.....	19.3	18.9	21.0	20.8	19.8	19.0
Jan.-Mar.....	19.4	18.6	21.2	20.7	19.7	18.7
	South		Mountain-Southwest		Pacific	
Apr.-June.....	18.8	18.7	19.2	18.7	15.0	16.4
July-Sept.....	19.2	18.2	19.3	19.4	15.1	17.3
Oct.-Dec.....	19.6	18.5	19.8	20.3	15.7	16.2
Jan.-Mar.....	19.8	18.4	19.7	20.0	15.7	15.6

Table 11.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	17	13	32	19	54	56
July-Sept.....	18	14	32	21	49	59
Oct.-Dec.....	18	15	32	18	47	56
Jan.-Mar.....	18	16	37	20	52	60
Total	71	58	133	78	202	231
			House-to-house		All other outlets	
Apr.-June.....	101	81			14	10
July-Sept.....	100	84			10	13
Oct.-Dec.....	102	78			13	13
Jan.-Mar.....	106	78			13	16
Total	409	321			50	52

Table 12.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	17.7	18.0	17.1	17.4	18.8	18.7
July-Sept.....	18.1	18.6	17.8	17.4	18.9	19.5
Oct.-Dec.....	18.9	18.7	18.4	18.2	19.6	19.1
Jan.-Mar.....	18.9	17.7	18.3	17.7	19.8	19.0
			House-to-house		All other outlets	
Apr.-June.....	19.4	19.2			14.8	15.0
July-Sept.....	19.6	19.4			14.7	14.5
Oct.-Dec.....	20.0	19.5			14.8	15.6
Jan.-Mar.....	20.0	19.3			15.8	15.6

Table 13.--Fluid whole milk: Household purchases, by regions, by size of container, 13-week periods

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts						
Apr.-June.....	16.8	8.5	165.0	147.9	17.3	10.4	22.5	18.3	12.4	8.8
July-Sept.....	19.9	6.5	170.7	139.8	19.1	10.2	19.6	17.1	11.7	9.4
Oct.-Dec.....	23.9	9.2	186.4	160.4	22.9	10.4	20.0	20.7	12.9	9.4
Jan.-Mar.....	23.8	9.5	175.8	178.5	24.9	15.3	24.0	21.7	15.2	8.3
Total	84.4	33.7	697.9	626.6	84.2	46.3	86.1	77.8	52.2	35.9
Half-gallon size										
Apr.-June.....	109.4	28.7	503.4	367.3	146.2	53.3	183.3	126.5	121.3	84.7
July-Sept.....	127.4	29.8	527.3	374.4	168.8	65.8	194.2	131.4	150.3	81.0
Oct.-Dec.....	161.0	32.2	570.0	423.0	187.9	85.4	212.7	144.7	170.0	93.4
Jan.-Mar.....	172.2	40.1	603.0	444.2	196.6	89.2	214.7	155.8	171.6	104.8
Total	570.0	130.8	2,203.7	1,608.9	699.5	293.7	804.9	558.4	613.2	363.9
Quart size										
Apr.-June.....	1,122.7	1,187.5	471.5	574.9	252.8	334.3	102.7	145.1	265.6	302.6
July-Sept.....	1,071.8	1,151.6	450.8	565.2	256.0	336.4	106.9	143.3	258.2	306.4
Oct.-Dec.....	1,119.9	1,250.3	456.7	589.2	263.8	334.0	113.0	152.3	263.3	303.3
Jan.-Mar.....	1,106.2	1,230.7	463.0	561.7	258.9	334.1	100.7	146.5	266.1	295.1
Total	4,420.6	4,820.1	1,842.0	2,291.0	1,031.5	1,338.8	423.3	587.2	1,053.2	1,207.4

Table 14.--Fluid skim milk: Household purchases, by regions, by size of container, 13-week periods

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts						
Apr.-June.....	0.9	0.8	2.7	2.2	3.1	1.9	1.3	1.9	0.1	0.3
July-Sept.....	1.1	.9	2.8	3.1	2.1	3.3	.4	1.4	1/	--
Oct.-Dec.....	1.1	.3	2.3	2.1	1.8	2.2	.7	1.1	.2	.2
Jan.-Mar.....	1.1	1.1	1.3	1.8	2.8	1.9	1.0	1.5	.3	--
Total	4.2	3.1	9.1	9.2	9.8	9.3	3.4	5.9	.6	.5
Half-gallon size										
Apr.-June.....	0.7	1.0	12.0	3.4	11.1	3.1	9.1	3.2	8.0	3.5
July-Sept.....	1.1	1.1	10.9	3.6	11.7	4.5	10.4	3.9	7.3	3.3
Oct.-Dec.....	1.4	.4	14.3	1.9	12.7	4.9	10.0	4.7	5.7	3.1
Jan.-Mar.....	.8	.2	16.7	3.2	13.8	5.9	10.1	7.2	5.9	5.2
Total	4.0	2.7	53.9	12.1	49.3	18.4	39.6	19.0	26.9	15.1
Quart size										
Apr.-June.....	39.1	36.0	51.6	42.5	35.0	33.1	12.3	14.2	31.2	31.4
July-Sept.....	39.4	40.0	47.2	47.6	32.0	33.8	11.3	14.3	31.4	29.7
Oct.-Dec.....	38.6	35.8	45.7	45.6	34.4	36.6	11.1	13.5	31.7	26.9
Jan.-Mar.....	44.3	32.9	49.3	49.9	33.4	35.4	13.7	14.1	31.5	28.3
Total	161.4	144.7	193.8	185.6	134.8	138.9	48.4	56.1	125.8	116.8

1/ Less than .1.

Table 15.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	8.1	12.7	23.8	19.8	62.9	79.2	87.9	49.3	51.3	32.9
July-Sept.....	9.4	9.3	25.0	16.6	69.2	74.9	82.8	49.4	54.6	32.8
Oct.-Dec.....	10.9	10.7	29.9	18.3	77.6	80.8	92.0	60.4	55.7	39.9
Jan.-Mar.....	7.5	13.1	31.7	19.8	78.1	89.3	91.3	75.1	55.1	36.0
Total	35.9	45.8	110.4	74.5	287.8	324.2	354.0	234.2	216.7	141.6
Half-gallon size										
Apr.-June.....	123.9	75.1	163.9	87.8	365.4	244.5	328.4	207.9	82.0	45.2
July-Sept.....	134.0	75.4	179.0	91.3	409.4	253.7	354.5	206.9	91.1	55.1
Oct.-Dec.....	152.7	81.2	208.5	101.4	436.8	293.8	407.3	235.0	96.3	67.3
Jan.-Mar.....	158.2	92.3	220.1	106.3	449.2	321.8	439.7	246.5	90.9	67.2
Total	568.8	324.0	771.5	386.8	1,660.8	1,113.8	1,529.9	896.3	360.3	234.8
Quart size										
Apr.-June.....	93.8	119.2	180.3	188.1	477.2	691.3	1,357.8	1,433.8	106.2	112.0
July-Sept.....	87.8	108.7	181.1	175.4	449.0	695.2	1,315.4	1,403.2	110.4	120.4
Oct.-Dec.....	97.8	119.3	188.1	193.8	441.7	681.8	1,378.7	1,519.3	110.4	114.9
Jan.-Mar.....	92.2	131.4	184.5	193.5	437.7	640.9	1,375.8	1,489.0	104.7	113.3
Total	371.6	478.6	734.0	750.8	1,805.6	2,709.2	5,427.7	5,845.3	431.7	460.6

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	0.3	1/	0.8	0.2	1.8	2.6	2.5	1.7	2.7	2.6
July-Sept.....	.1	0.2	.4	.3	2.0	2.7	2.5	2.0	1.4	3.5
Oct.-Dec.....	1/	.6	.4	.2	1.1	1.6	2.7	1.1	1.9	2.4
Jan.-Mar.....	1/	.2	.5	.2	1.3	1.1	2.7	1.0	2.0	3.8
Total	.4	1.0	2.1	.9	6.2	8.0	10.4	5.8	8.0	12.3
Half-gallon size										
Apr.-June.....	5.3	2.5	10.4	3.5	12.0	3.8	9.9	3.2	3.3	1.2
July-Sept.....	6.1	2.3	10.6	3.0	10.5	5.3	11.5	4.0	2.7	1.8
Oct.-Dec.....	6.2	2.3	11.1	2.7	9.2	5.6	14.1	2.6	3.5	1.8
Jan.-Mar.....	6.6	4.0	12.6	4.2	11.3	7.9	13.5	3.3	3.3	2.3
Total	24.2	11.1	44.7	13.4	43.0	22.6	49.0	13.1	12.8	7.1
Quart size										
Apr.-June.....	11.7	10.8	20.8	15.5	40.2	48.9	88.7	76.3	7.8	5.7
July-Sept.....	12.0	11.4	21.1	17.5	36.4	50.8	85.7	77.8	6.3	7.9
Oct.-Dec.....	11.9	12.1	20.1	14.7	36.7	48.4	85.2	74.8	7.6	8.4
Jan.-Mar.....	11.1	12.1	24.1	15.5	39.3	50.6	90.1	73.1	7.6	9.8
Total	46.7	46.4	86.1	63.2	152.6	198.7	349.7	302.0	29.3	31.8

1/ Less than .1.

Table 17.--Fluid whole milk: Prices paid by householders, by regions, by size of container, 13-week periods
(per quart equivalent)

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	15.4	14.1	18.8	17.2	17.6	15.8	18.5	18.4	16.8	15.4
July-Sept.....	16.8	14.9	18.7	17.3	17.2	14.7	19.3	18.7	17.9	15.2
Oct.-Dec.....	17.5	15.1	18.9	17.9	17.6	19.9	18.8	18.6	17.6	15.0
Jan.-Mar.....	18.1	14.1	18.9	17.9	18.1	18.2	20.0	18.7	17.9	16.3
Half-gallon size										
Apr.-June.....	21.5	20.8	20.1	18.9	22.9	21.3	23.2	21.9	20.1	20.0
July-Sept.....	22.0	21.4	20.4	19.1	23.4	21.1	23.6	22.2	20.3	20.0
Oct.-Dec.....	23.3	22.2	20.7	19.6	23.7	21.6	23.9	22.8	21.1	19.9
Jan.-Mar.....	23.9	22.0	20.5	19.3	23.9	21.8	24.0	22.9	21.3	19.9
Quart size										
Apr.-June.....	23.9	23.3	21.8	20.5	25.2	24.2	23.1	22.9	21.5	21.4
July-Sept.....	24.5	23.9	22.1	20.8	25.6	24.2	23.8	23.0	21.7	21.3
Oct.-Dec.....	25.2	24.5	22.6	20.9	25.8	24.6	24.2	23.2	22.5	21.3
Jan.-Mar.....	25.5	24.3	22.6	20.8	25.8	24.7	24.3	23.2	22.7	21.1

Table 18.--Fluid skim milk: Prices paid by householders, by regions, by size of container, 13-week periods
(per quart equivalent)

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	1/	1/	10.5	10.5	11.9	9.8	10.6	11.5	1/	1/
July-Sept.....	1/	1/	10.3	8.4	11.2	9.0	12.9	10.0	1/	1/
Oct.-Dec.....	1/	1/	13.5	12.0	11.2	10.9	11.3	9.7	1/	1/
Jan.-Mar.....	1/	1/	8.7	11.6	13.6	10.9	11.5	10.6	1/	1/
Half-gallon size										
Apr.-June.....	12.3	17.0	18.5	16.7	16.8	15.4	18.7	18.6	11.0	11.8
July-Sept.....	10.0	14.3	18.8	16.8	16.9	15.7	18.0	19.5	11.6	12.3
Oct.-Dec.....	17.9	16.4	18.3	16.4	17.6	15.7	18.6	20.5	12.5	12.6
Jan.-Mar.....	20.9	20.4	18.5	16.6	18.4	15.3	18.8	20.2	12.5	11.4
Quart size										
Apr.-June.....	19.9	20.3	20.0	19.1	19.9	19.4	20.6	19.7	16.0	17.0
July-Sept.....	20.8	21.1	20.3	19.4	20.5	19.4	20.7	20.3	15.9	17.8
Oct.-Dec.....	21.3	20.8	20.6	19.4	20.8	19.4	21.4	21.1	16.3	16.7
Jan.-Mar.....	21.4	20.8	20.4	19.1	20.9	19.3	20.9	20.9	16.3	16.3

1/ Too few purchases for analysis.

Table 19.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	16.5	17.1	16.8	16.7	18.1	16.7	20.2	19.2	16.2	14.7
July-Sept.....	17.7	17.8	17.4	16.8	18.5	16.7	20.1	19.0	16.5	15.0
Oct.-Dec.....	18.7	18.0	18.1	17.7	18.5	17.4	20.1	20.0	16.4	15.4
Jan.-Mar.....	18.5	17.9	18.4	17.7	18.5	17.4	20.4	19.3	16.7	15.8
Half-gallon size										
Apr.-June.....	20.9	19.7	20.9	19.6	21.5	20.0	21.9	20.6	18.0	17.7
July-Sept.....	21.2	19.9	21.5	19.9	21.8	20.3	22.4	20.7	17.8	17.7
Oct.-Dec.....	21.7	20.6	21.8	20.5	22.2	20.8	22.8	21.1	18.6	18.1
Jan.-Mar.....	21.9	20.3	21.8	20.3	22.2	20.6	22.9	21.0	18.7	17.9
Quart size										
Apr.-June.....	22.5	22.2	22.7	22.1	23.2	22.4	23.6	22.9	20.5	20.3
July-Sept.....	23.3	22.8	23.3	22.5	23.6	22.9	24.1	23.1	20.9	20.5
Oct.-Dec.....	24.2	23.4	23.9	22.9	24.2	23.3	24.7	23.4	21.3	20.7
Jan.-Mar.....	24.5	23.1	24.0	22.8	24.4	23.2	24.9	23.4	21.4	20.6

Table 20.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	1/	1/	1/	1/	7.3	11.0	14.7	11.9	9.9	10.0
July-Sept.....	1/	1/	1/	1/	8.1	9.1	14.4	11.2	9.1	8.0
Oct.-Dec.....	1/	1/	1/	1/	7.8	9.6	16.6	12.3	9.5	10.5
Jan.-Mar.....	1/	1/	1/	1/	8.5	9.7	15.7	11.9	10.0	12.0
Half-gallon size										
Apr.-June.....	14.9	15.4	14.7	14.5	18.5	16.9	17.2	16.6	15.3	13.3
July-Sept.....	15.0	15.0	16.3	13.7	18.4	17.7	16.6	17.0	13.5	14.5
Oct.-Dec.....	16.9	15.2	17.2	15.3	19.6	17.7	17.5	19.3	12.9	13.6
Jan.-Mar.....	17.4	13.1	17.1	15.1	19.9	17.7	17.7	19.3	14.8	14.2
Quart size										
Apr.-June.....	18.9	18.6	18.4	18.1	19.3	19.1	19.8	19.4	15.9	17.5
July-Sept.....	19.6	19.3	18.6	18.1	19.6	20.3	20.2	19.8	16.2	17.4
Oct.-Dec.....	19.9	19.4	19.2	18.9	19.9	19.6	20.5	19.6	16.9	17.4
Jan.-Mar.....	19.8	19.2	19.1	18.5	20.1	19.4	20.5	19.4	17.6	17.0

1/ Too few purchases for analysis.

Table 21--Fluid milk: Household purchases by size of container for the U. S., 13-week periods

Quarter	Gallon size					
	Fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	242.1	201.0	234.0	193.9	8.1	7.1
July-Sept.....	247.4	191.7	241.0	183.0	6.4	8.7
Oct.-Dec.....	272.2	216.0	266.1	210.1	6.1	5.9
Jan.-Mar.....	270.2	239.6	263.7	233.3	6.5	6.3
Total	1,031.9	848.3	1,004.8	820.3	27.1	28.0
Half-gallon size						
Apr.-June.....	1,104.5	674.7	1,063.6	660.5	40.9	14.2
July-Sept.....	1,209.4	698.8	1,168.0	682.4	41.4	16.4
Oct.-Dec.....	1,345.7	793.7	1,301.6	778.7	44.1	15.0
Jan.-Mar.....	1,405.4	855.8	1,358.1	834.1	47.3	21.7
Total	5,065.0	3,023.0	4,891.3	2,955.7	173.7	67.3
Quart size						
Apr.-June.....	2,384.5	2,701.6	2,215.3	2,544.4	169.2	157.2
July-Sept.....	2,305.2	2,668.3	2,143.7	2,502.9	161.5	165.4
Oct.-Dec.....	2,378.2	2,787.5	2,216.7	2,629.1	161.5	158.4
Jan.-Mar.....	2,367.1	2,729.2	2,194.9	2,568.1	172.2	161.1
Total	9,435.0	10,886.6	8,770.6	10,244.5	664.4	642.1

Table 22: Fluid milk: Household purchases per capita in quart equivalents, by regions, 13-week periods

U. S. DEPARTMENT OF AGRICULTURE
Washington 25, D. C.
Penalty for private use to avoid
payment of postage \$300

AMS-HPD-42

OFFICIAL BUSINESS